

Organization design for a leading India based manufacturing company

Situation

A leading battery company in India transitioned from sales focused to manufacturing focused, but the organization was not prepared for the change.

Key Issues

- A primarily sales organization, with limited agility on changing scenario
- A weak manufacturing team with no sync with corporate and sales team
- Vision and values of organization was not reflected by workforce
- Lack of focus on Human Resource

RedSeer Contributions

- Defined the role of corporate, manufacturing and sales for the organization
- Human resource was made a key focus of the organization
- Aligned the key positions in organization for better coordination

Results

- Client is moving towards a stabilized manufacturing operations with higher efficiency and swifter sales team.